

# RJR TODAY



NO 1 IN THE NESA

January 1998

## Canton Division Sets New Record

We are pleased to announce that Rich Mittica, Division Manager, and Carissa Cole, Retail Manager, of the Canton Division, took 1st place in the 4th Quarter Ender Contest. Canton Division has held 2nd place the past two quarters.

Not only did Canton lead in total points overall in four categories, they had the highest increase in share of market from 3rd Quarter to 4th Quarter.

The four categories are:

- RJR Full Price Brands
- Camel (X-Reg) Brands
- Doral Share of Category
- Total RJR Share of Market

No division has ever scored first in every category. Congratulations to Rich and his team!!

Second place was tied by N. Pittsburgh and Cleveland Divisions.

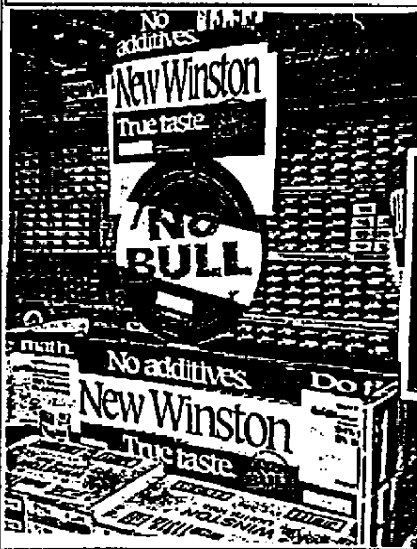
Canton Sales Reps worked hard in the 4th Quarter to sell out PM Exclusive accounts. A total of (31) PM Exclusive accounts were sold to RJR co-existence. Special recognition is given to the following people for their extra efforts in this endeavor:

Account Manager, John Gittins, sold PM Exclusive Fruth Pharmacy 18-store chain to co-existence; Julian Wyse, 5 stores; Nick Adams, 1 store; Jill Guta, 4 stores; John Gittins and Susan Woolson, 3 stores.

### *Canton Retail Reps Building Business...*



David Miller brought the spirit of the holidays to this store with his creative building skills. "Fire Up a Real One" attracted customers and contributed to increased Winston sales.



Jeanne Mink implemented an 8-case Winston display with 200 cartons of product into her Smokes for Less chain CTS.

Jay Robinson, RR, used his creativity to build a "No Bull" Christmas tree for Stop & Shop to wish their customers a "Happy Holidays."

Denise Davis, RR, gained additional PDI placements into an independent account who has been very difficult to work with in the past. Denise placed 2 banners, a ground mount, and a ceiling logo.

Team Bulldogs, Janet Dale, Vanessa Vaught, Jeanne Mink, Beth Orwick and Laura Moravy, diligently worked to place more temporary displays and POS/PDI than their opponents, the Pitbulls. A total of 2,445 items were placed by this ambitious group.

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## Winston "No Bull 5" Blitz Winners



During 4th Quarter, retail divisions participated in a "No Bull 5" advertising blitz.

- \* 5 Divisions
- \* 5 Pieces of Advertising Per Store (PDI - Banners, Metal Signs, Etc.)
- \* 5 Extra Temporary Displays Per Day
- \* 5 Extra Calls Per Day
- \* 5 Completed Consumer Missions Per Day
- \* 5 Hours for the Top 5

After each retail manager tallied up final calculations from the above categories, five winners from each division were acknowledged for their extraordinary efforts in placing Winston POS and PDI everywhere.

These employees were given 5 hours off during a work day to enjoy themselves.

### MANAGERS' CORNER

Lonny Gohn, Harrisburg Account Manager, was instrumental in a major sales accomplishment in C. R. Friendly's. This 65-store chain has been PM Exclusive for many years.

Due to Lonny's tenacious selling skills, management not only accepted co-existence of RJR in their stores, but threw PM out, and brought in B & W. C. R. Friendly stores now co-exist with RJR and B & W.

RJR now has the opportunity to promote full price and savings brands. Displays and signage have been placed in all stores. To date, 15 overheads have been installed in this chain. Congratulations, Lonny, for a job well done.



#### CANTON DIVISION

David Miller  
Laura Moravy  
Denise Davis  
Jay Robinson  
Janet Dale

#### N. PITTSBURGH DIVISION

Doug Flara  
Colleen Kissell  
Lisa Williams  
Patty Harrington  
Marc Woloszyn

#### S. PITTSBURGH DIVISION

Theresa Florez  
Brad Simmons  
Lori Compton  
Keith Johnson

#### CLEVELAND DIVISION

Linda Dubrovich  
Bernie Fedorovich  
Jeff Plisko  
Joyce Dellisanti  
Carolyn Storm

#### HARRISBURG DIVISION

Dee Gregory  
Andrew Meyer  
Karen Constantine  
Melissa Sealover  
Alice Fasso

and

Sonja Krause  
Mark Shope  
Cindy Picarazzi  
Audrey Blue  
Ann Steen

### NOTEWORTHY ACCOMPLISHMENTS BY PITTSBURGH SALES REPS

#### PM Exclusive Accounts Sold to RJR Co-Existence

Sharon Miller, N. Pitt  
Claudine Femiani, S. Pitt  
Jackson Gray, S. Pitt  
Donn Davino, Harrisburg  
Vinnie Copploe, Harrisburg  
Mike Doman, Harrisburg  
Adam Rossi, Harrisburg  
Dave Deckard, Harrisburg  
Dave Mock, Cleveland



#### Presentation Skills

Tom Hendrick, S. Pitt,  
J & G presentation led to  
increased sales

Ron Ridenour, Cleveland  
Sold 12 accounts Monarch EDLP